



# Strategy Generation Company

## TRAINING PROGRAMS

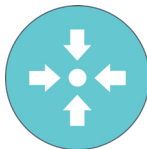
### STRATEGIC PLANNING WORKSHOPS



**Strategy  
Generation**



**Business Case  
Development**



**Go-To-Market  
Planning**



**Life Cycle  
Planning**



**Strategic  
Thinking**



**Strategic  
Leadership**



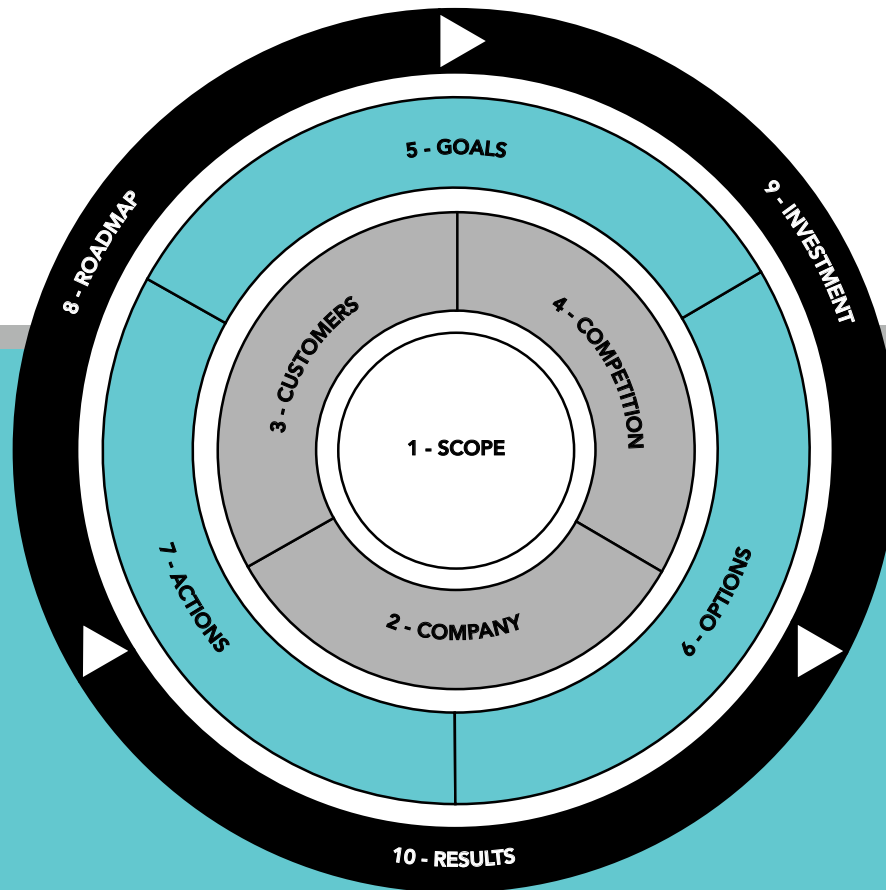
**Strategic  
Storytelling**



**Voice Of  
Customer**

### STRATEGIC SKILL DEVELOPMENT

# A Simple Framework for Strategy Generation



At **Strategy Generation Company**, our goal is to help people think and act more strategically in both their business and personal lives. Our training programs are designed around our exclusive Strategy Generation Framework, which focuses on four main areas of the strategy development process:



**Context** – Scope and Vision



**Analysis** – Company | Customers | Competition



**Planning** – Goals | Options | Actions



**Execution** – Roadmap | Investment | Results

Our workshops and courses help participants master and balance their skill sets within these four core areas, allowing them to be more successful and more targeted in every endeavor they pursue.